

OFFICIAL FILE
I.C.C. DOCKET NO. 00-0043
Cur Exhibit No. 5-01
Witness _____
Date 5/31/00 by Reporter A

1 Q. PLEASE STATE YOUR NAME.

2
3 A. My name is Pamela Steigman.

4
5
6 Q. ARE YOU THE SAME PAMELA STEIGMAN WHO SUBMITTED DIRECT
7 TESTIMONY IN THIS DOCKET?

8
9 A. Yes.

10
11
12 Q. ARE YOU SUBMITTING TESTIMONY ON BEHALF OF THE CITIZENS UTILITY
13 BOARD?

14
15 A. Yes.

16
17
18 Q. HAVE YOU SEEN THE DIRECT TESTIMONY OF DEREK CURTIS ON BEHALF
19 OF AMERITECH ILLINOIS (AMERITECH ILLINOIS EX. 4.0)?

20
21 A. Yes. I have reviewed it.

1 Q. DO YOU HAVE ANY COMMENT ON MR. CURTIS'S DISCUSSION OF THE
2 CURRENT CUSTOMER SERVICE TRAINING MATERIALS ON PAGE 3?
3

4 A. Yes. Mr. Curtis quoted a "Facilitator Guide" as providing in part:

5
6 Customer
7 Service

Explain:

- 8 • When a customer calls us about a bill or telephone service, it's
9 important that the Service itemized calls are reviewed to determine if
10 the customer would benefit from one of our OCPs.
- 11 • Every customer wants to save money and this is one way to instill
12 loyalty in our customer!
- 13 • For every situation you encounter regarding a customer's bill, you
14 should ask yourself:
15 >> Can this customer benefit from one of our calling plans?
16 Or
17 >> This customer has a calling plan -- is it the right plan for him?

18 Customer has
19 a calling plan

Explain:

- 20 • If your customer currently has a calling plan you should review their
21 plan to ensure that he or she is subscribing to the correct one.
- 22 • Take into consideration:
23 >> Does the customer consistently make calls?
24 >> Is the customer actually saving with the plan?

25 When I ordered Voice Mail, the customer service representative had access to my bill and
26 must have known I was on CallPack 100. She should have been able to tell me whether
27 CallPack 100 was the right plan for me with Voice Mail. Instead, I was not told that each
28 call to or from Voice Mail would cost 10 cents, and I was not told that my Band B and C
29 usage was too small to justify CallPack. Yet, I relied on Ameritech to tell me the
30 information I needed to select the right services and rate plans.
31
32

1 Q. DO YOU AGREE WITH MR. CURTIS THAT YOU DID NOT TAKE ADVANTAGE
2 OF THE INFORMATION THAT WAS AVAILABLE TO YOU?
3

4 A. No. I understand that Mr. Curtis believes that I did not take advantage of information that
5 was available to me and that the advice provided by the Ameritech associate appeared to
6 have been correct. The Ameritech customer service representative said that CallPack 100
7 would be cost effective for me because it was an untimed rate. However, she did not tell
8 me that the vast majority of my calls were within Band A, and so were already untimed at
9 3.5 to 5 cents under basic rates. The CallPack 100 rate was 10 cents per call, and
10 although it included timed calls, I had no idea that there was a distinction between timed
11 and untimed calls. If I had been told why CallPack 100 was being recommended, I could
12 have made my own decision about whether it suited my calling needs. Instead, I agreed
13 to subscribe to CallPack 100, believing that the Ameritech customer service
14 representative had access to my records, knew my needs, and would put me on the least
15 expensive rate.
16
17

18 Q. MR. CURTIS SAYS THAT BASED ON YOUR MAY-JUNE 1999 BILL, YOU
19 CONCEDED THAT CALLPACK 100 WAS AN APPROPRIATE PLAN FOR YOU.
20 HOW DO YOU RESPOND?
21

22 A. After I filed my testimony, I obtained my bills going back to January 25, 1999 and
23 realized that I was placed on the CallPack 100 rate prior to January 1999, although I do

1 not know the exact month. After reviewing my May-June, 1999 itemization, it is clear to
2 me that that bill was unusual, and I do not expect to have many bills with such long band
3 C calls. Therefore, even if my May-June, 1999 bill was lower under CallPack 100 than
4 under basic rates, I do not think that CallPack 100 was beneficial to me in the other
5 months I was on that plan.

6
7
8 Q. MR. CURTIS SAYS THAT YOU HAD THE OPPORTUNITY TO GET ADDITIONAL
9 INFORMATION ABOUT HOW YOUR CALLING PATTERN MIGHT AFFECT
10 YOUR BILLS, BUT YOU DID NOT TAKE ADVANTAGE OF IT. HOW DO YOU
11 RESPOND?

12
13 A. I trusted that Ameritech had the knowledge, expertise and honesty to give me accurate
14 information about rates. I did not ask about the details of the rates because I did not
15 expect Ameritech to give me false information and put me on a more expensive rate.
16 Further, I was not aware of the differences in the rates for bands A, B and C, so I did not
17 have the basic information necessary to ask questions to get the information I needed to
18 make my own decision.

19
20 Q. MR. CURTIS SAYS THAT "THE GREAT MAJORITY OF CUSTOMERS DO NOT
21 WANT THE KIND OF DETAILED INFORMATION MS. STEIGMAN IS TALKING
22 ABOUT AND PROBABLY WOULD HAVE TROUBLE UNDERSTANDING IT IF IT
23 WERE GIVEN." DO YOU AGREE WITH HIS STATEMENT?

1
2 A. No. I needed "detailed information" in order to know what I was subscribing to. As it
3 turned out, without this "detailed information" I was unable to take advantage of the
4 calling plan I was on. For example, I did not know that I could talk to certain friends for
5 longer periods for less, but that each call I made, even if it was for only a minute or to
6 check my Voice Mail, would cost the same as the long calls to my Band C friends. By
7 not telling me what I was saving, Ameritech deprived me of the benefits of the CallPack
8 100 and allowed me to use it inappropriately.

9 Further, I find Mr. Curtis's statements that customers, "would have trouble
10 understanding" information about basic rates arrogant and insulting. If Ameritech
11 believes that its customers do not understand their rates, I believe Ameritech should
12 figure out how to communicate with us so we do understand them. For myself, when the
13 rates were explained to me, I had no problem understanding them.
14
15
16

17 Q. MR. CURTIS SUGGESTS THAT BEING TOLD THAT CALLS WERE UNTIMED
18 SHOULD HAVE BEEN ENOUGH FOR YOU TO UNDERSTAND THE BENEFITS
19 OF CALLPACK. DO YOU HAVE ANY COMMENT ON THAT?
20

21 A. Yes. I knew that calls were untimed, but I did not know that the vast majority of my calls
22 would have been untimed anyway under basic rates, at no more than half the CallPack

1 rate. Further, I did not understand that the CallPack rate applied to the "local toll" calls
2 that I could get from other carriers. If Mr. Curtis is "not sure what other information [I]
3 needed," I can tell him that I needed to know how CallPack rates compared to the basic
4 rates I was paying before I was put on the CallPack rate and specifically how to save on
5 that rate.

6
7
8 Q. MR. CURTIS ALSO COMMENTS ON YOUR STATEMENT THAT YOU WERE
9 NOT AWARE THAT BAND C CALLS WERE THE SAME AS LOCAL TOLL. HE
10 SAYS THAT HE IS AWARE OF CUSTOMER CONFUSION ON THAT ISSUE BUT
11 SAYS THAT THE PROBLEM LIES WITH WHAT MCI TOLD YOU. HE FURTHER
12 STATES THAT "I DO NOT SEE WHAT AMERITECH COULD HAVE DONE
13 ABOUT THAT." DO YOU HAVE ANY RESPONSE?

14
15 A. Yes. If Ameritech is aware of customer confusion about local toll and local rates,
16 Ameritech should try to inform the consumer. If CallPack had been explained to me
17 when I subscribed, I would have understood what I was buying, and that I was buying a
18 10 cent per call local toll rate. Instead, I was told it was the best rate for me but left in the
19 dark about the particulars. When MCI offered me a 5-cent per minute local toll rate with
20 my 5 cent per minute long distance rate, I had no reason to believe that my CallPack rate
21 provided me with a better rate. Ameritech could have kept my local toll business had it
22 explained how CallPack 100 saved me money and how it was better than basic rates or
23 other local toll rates.

1 Q. MR. CURTIS SAYS THAT YOUR SHOULD HAVE CALLED AMERITECH
2 IMMEDIATELY UPON BEING SHOCKED BY YOUR NOVEMBER, 1999 BILL.
3 WHY DID YOU DELAY IN CONTACTING AMERITECH?
4

5 A. I thought that the November bill was not typical of my usage and that it might have been
6 an aberration. In addition, my November bill is dated November 25, 1999. That was
7 Thanksgiving, and my next bill was dated December 25, 1999, Christmas day. My
8 birthday is in that period, and like most people, I am very busy during the holiday season.
9 I simply did not have the time to think about calling the telephone company. I assumed
10 that Ameritech had put me on the right rate, and thought that my calling pattern that
11 month might have been unusual.
12
13

14 Q. ARE THERE ANY OTHER REASONS YOU DID NOT CONTACT AMERITECH
15 SOONER ABOUT YOUR BILL?
16

17 A. Yes. There are a lot of charges on my bill. For example, my October 25, 1999 bill
18 showed Voice Mail, a Line Charge, CallPack 100, the Stay Connected Package,
19 Ameritech Voice Mail Feat Pkg, Line-Backer, and a Federal Access Charge. In addition,
20 there were charges for 3-Way calling, information, and additional CallPack 100 charges.
21 My Ameritech local service was \$72.33 and the total, including long distance and local
22 toll, was \$92.57. My November 25 and December 25 bills reflected \$92.41 and \$91.45
23 respectively for local service alone. I lost track of what I was paying for, but realized

1 that the charge for local telephone service was just too high. I knew that when I did call
2 Ameritech, there would be a lot to talk about.

3
4
5 Q. DID YOU CONTACT AMERITECH ABOUT CHANGING YOUR RATES?

6
7 A. Yes, as I said in my Direct Testimony, I contacted Ameritech in January 2000. I dropped
8 CallPack and was put on Simplifive. I also canceled the extra services that I did not need
9 and had not used. I later called Ameritech again and switched to basic rates. My local
10 service bills are now a fraction of what they were in October, November and December
11 1999, and my usage charges are less than they were under CallPack 100.

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14 Q. DOES THIS CONCLUDE YOUR TESTIMONY?

15
16 A. Yes.

STATE OF ILLINOIS

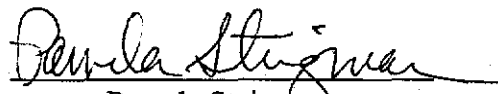
ILLINOIS COMMERCE COMMISSION

CITIZENS UTILITY BOARD)
v.)
ILLINOIS BELL TELEPHONE CO.)
(AMERITECH, ILLINOIS))
Complaint to stop Ameritech from using)
misleading marketing and advertising)
materials and statements concerning)
Simplifive and CallPack rates.)

Docket No. 00-0043

VERIFICATION

I, Pamela Steigman, on oath stated that if called as a witness herein, I would testify to the facts contained in the documents designated Direct Testimony of Pamela Steigman, CUB Ex. 5.00 and Rebuttal Testimony of Pamela Steigman, CUB Ex. 5.1 as my testimony in this docket. I further state on oath that the information contained in those documents is based on my personal knowledge, and is true and correct to the best of my information, knowledge and belief.


Pamela Steigman

Signed and sworn to before me
this 30 day of May, 2000.


Notary Public

